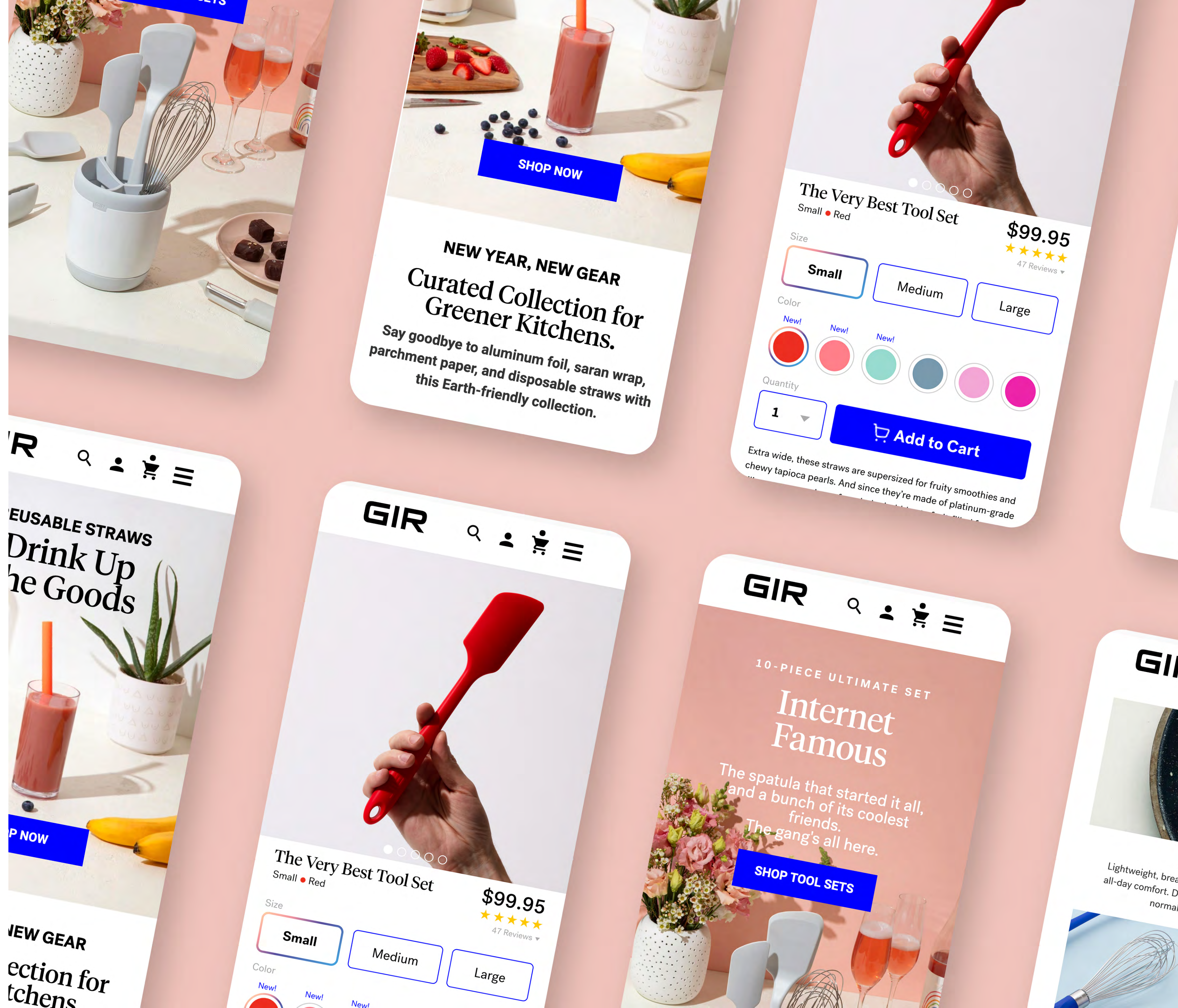


Case Study

Optimizing the mobile experience for GIR.co

How GIR's store was redesigned in response to the global pandemic.

Will Paybarah



Context

Traditionally, GIR's products were sold at retailers like Sur La Table and Target. Online sales were responsible for less than 5% of all sales. With retail stores closed overnight, web traffic spiked.

Problem

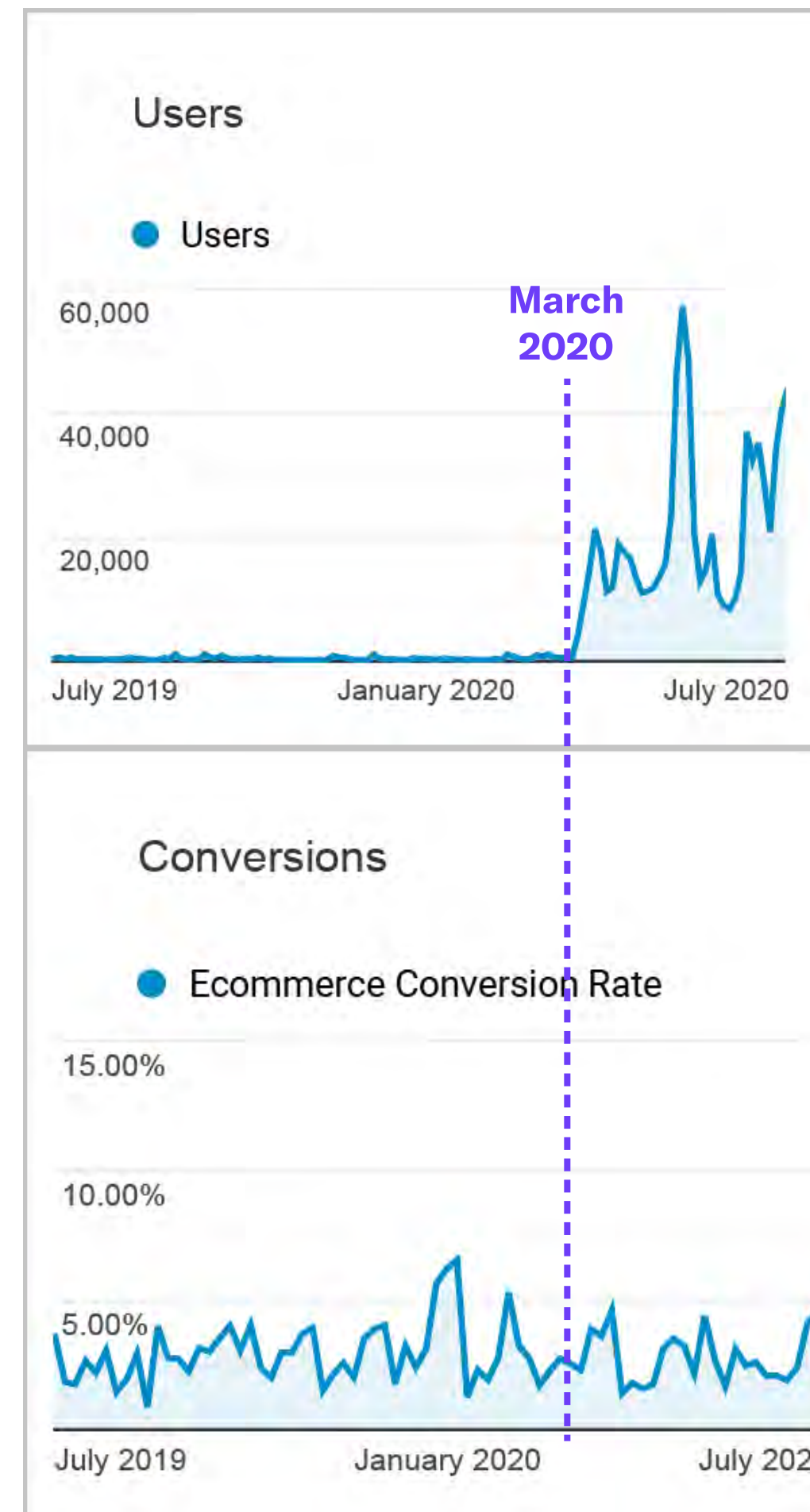
Despite increased traffic, sales were not increasing.

Business Goal

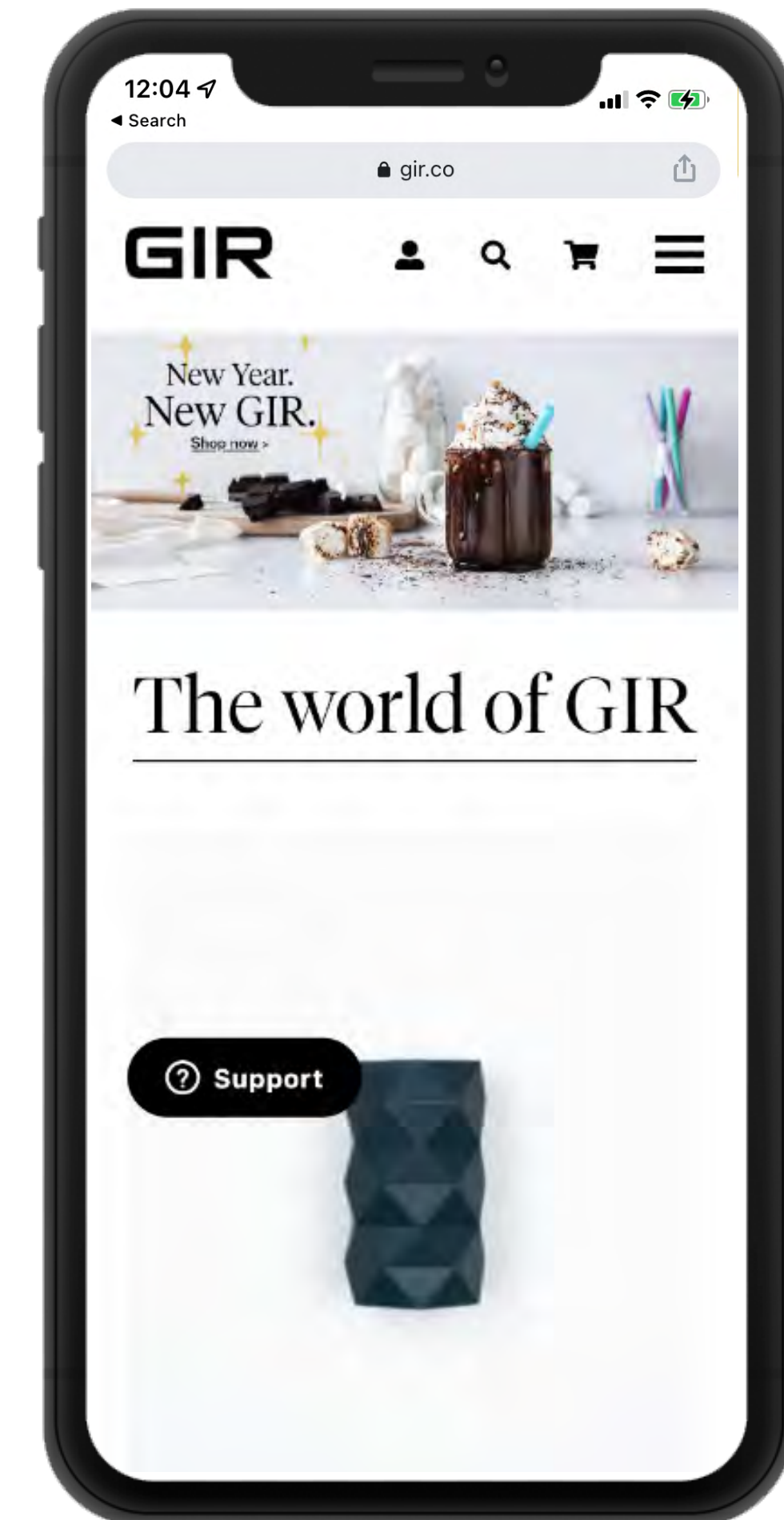
Improve overall conversion rate with a focus on mobile since that's where the majority of the traffic was coming from. The focus

Design Process

- Understand the problem
- Prototype
- Usability and Feasibility
- Launch



Site Performance Metrics



Homepage as of January 2020

Understanding the Problem

I partnered with the marketing team to generate heatmaps and clickmaps to get a better understanding of our mobile users experience.

Heatmap

- 90% of mobile visitors didn't scroll past the add to cart button.

Clickmap

- Customers were very engaged with swatches.

Google Analytics

- Photos, banners, and type weren't optimized for mobile.
- The page took over 3 seconds to load.

Guerrilla Research

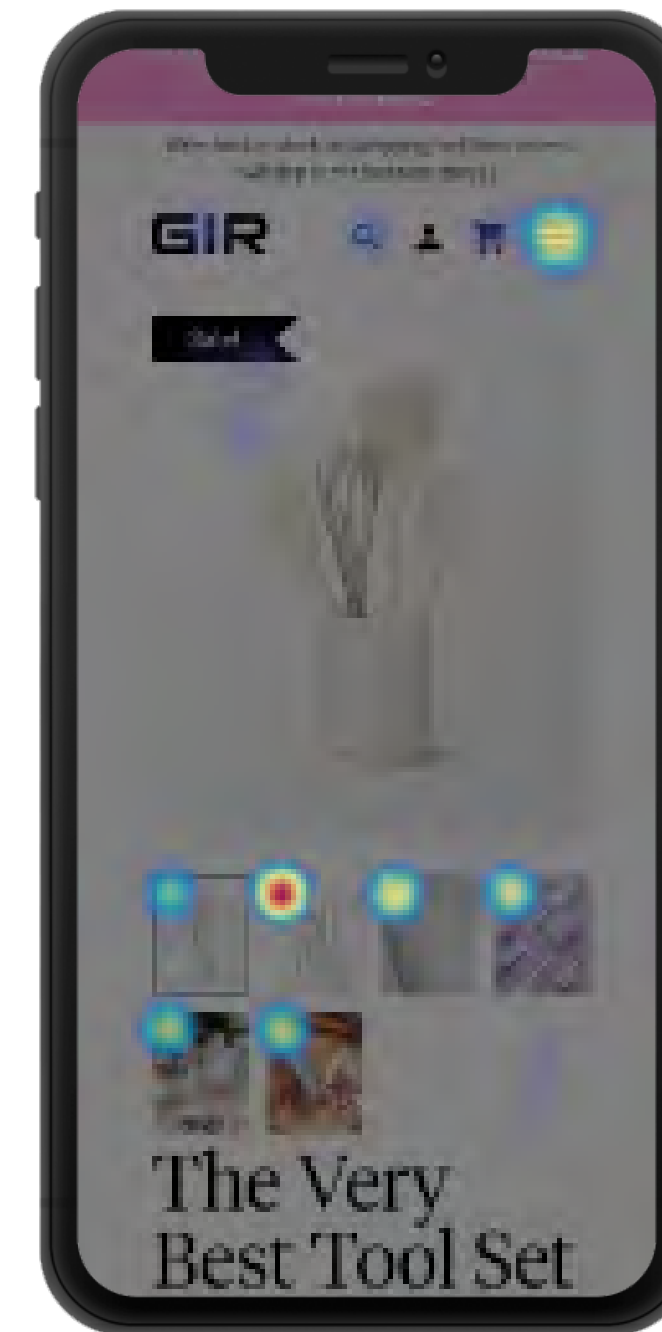
- Difficulty finding relevant product information

Competitive Analysis

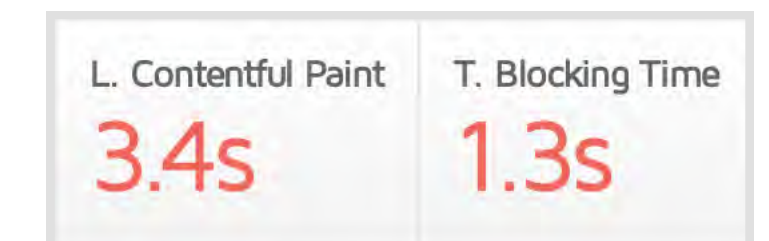
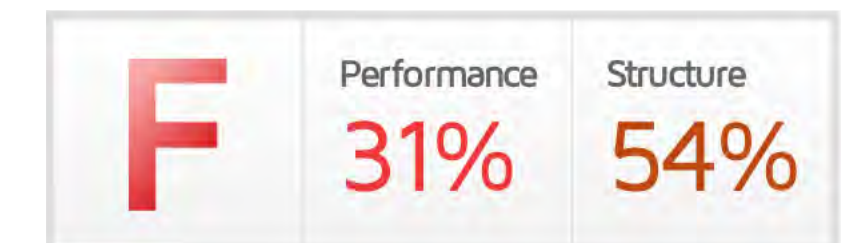
- Our users have better shopping experiences on competitors sites.



Heatmap



Clickmap



Site Performance

Prototyping

I redesigned the above-the-fold page to feature full-width product photography and large color swatches, allowing users to see their product update in real time.

Vertical space was saved by removing thumbnails for product images, opting to use a carousel of images instead.

The below the fold section was designed to be templated and scalable. Three photos, each with one paragraph of copy allowed GIR to tell quick and compelling stories about their products, without overwhelming the user.

Swipable full-width images

Allows the user to get up close with products

Carousel indicators

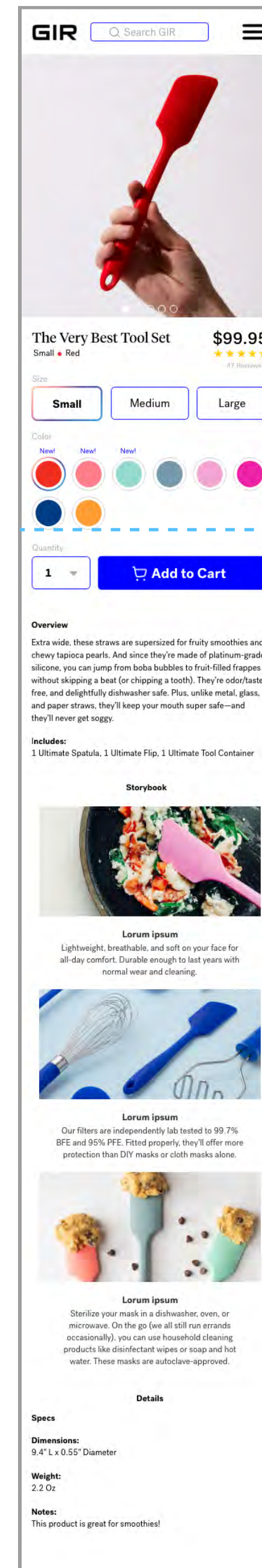
Replacing thumbnails to save vertical space

Larger swatches

Can change the product photo without scrolling back up.

Standardized product overview

Consolidated descriptions to allow for quick skimming.



Condensed product description

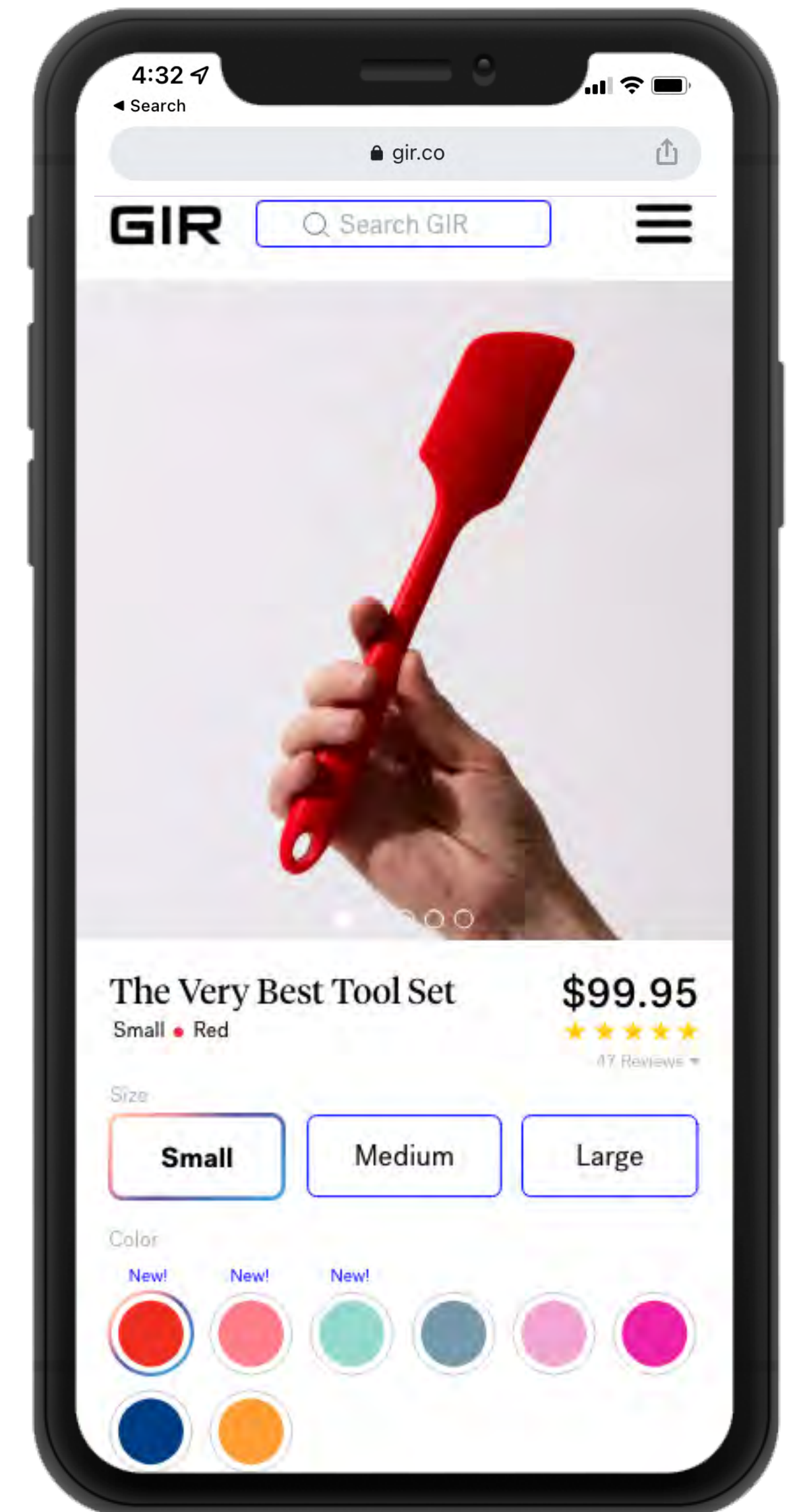
Saves vertical scroll space

Above the fold

Below the fold

Standardized additional product information.

A scalable system for storytelling with three photos and paragraphs.



Initial Prototype

Usability

We did guerrilla research to evaluate the initial design and focused on getting usability feedback.

Feasibility

Working with stakeholders, the design was further revised to create a system that would scale for other products on the site.

Accordion product descriptions

Saves vertical space and encourages interaction

Details

The Ultimate Spatula is made from Premium Silicone that's easy to clean, pan-safe—won't scratch—plus, it's ultra durable. Designed for both the novice and pro chef, its flexible, yet firm blade makes it a breeze to maneuver food, liquid, dry mixes, wet batters—and it slides under eggs like a dream.

Dimensions: 11.0 in L x 1.9 in W

Care

Simplified customer reviews

Promotes GiR as a trusted brand

Customer Reviews

J.P. Jessica Palentino
★★★★★

My favorite spatula!

Love these spatulas, flexible but not flimsy. One piece design means easy to clean. I will never buy another spatula again!

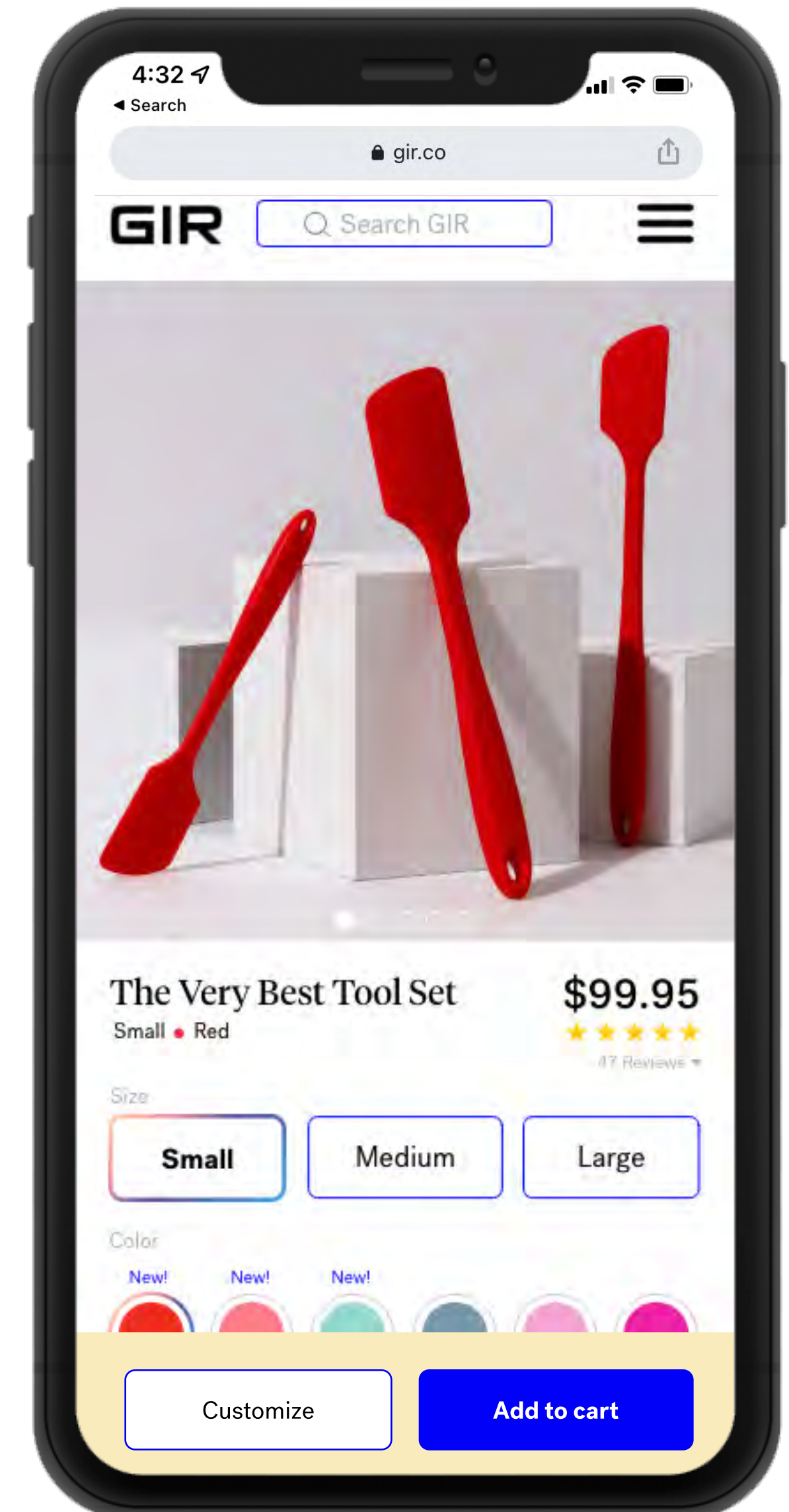
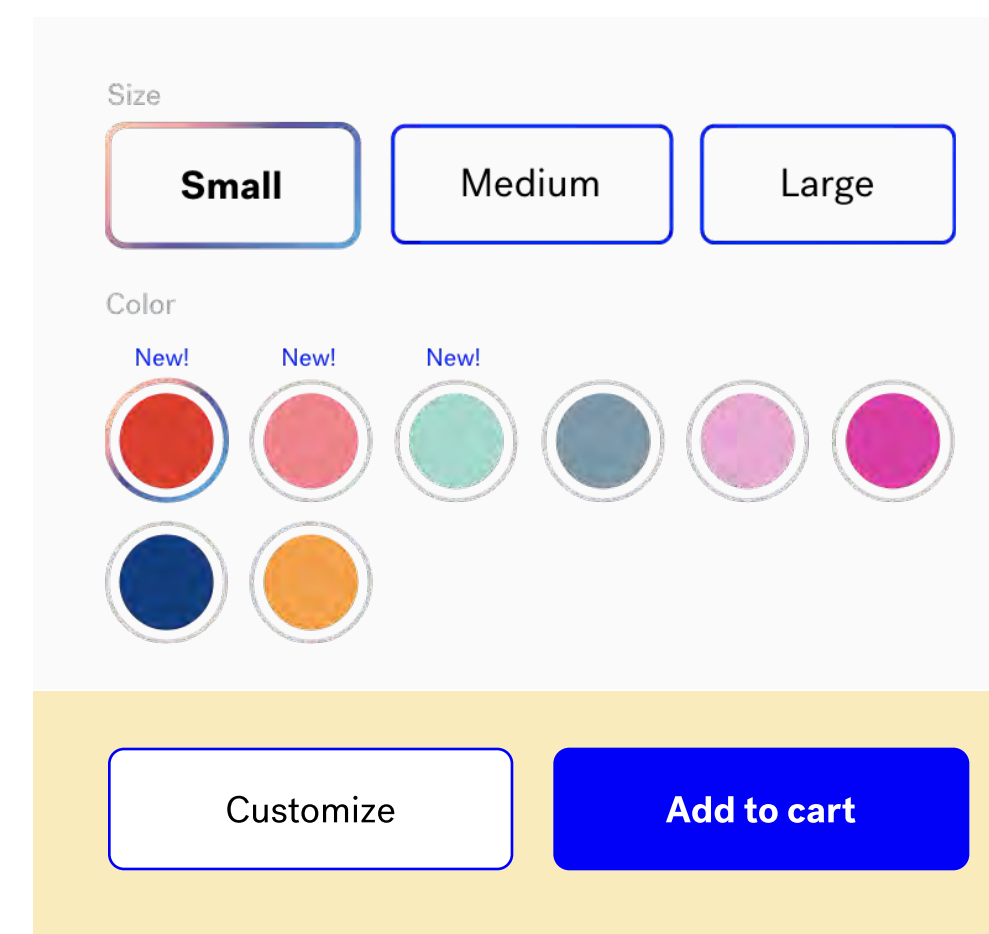
V.G. Vicky Gu
★★★★★

Love these little spats

Finally, a non-cheap single piece spatula that I can just leave in the pan without it melting. Worth every penny!

Sticky add to cart after scrolling

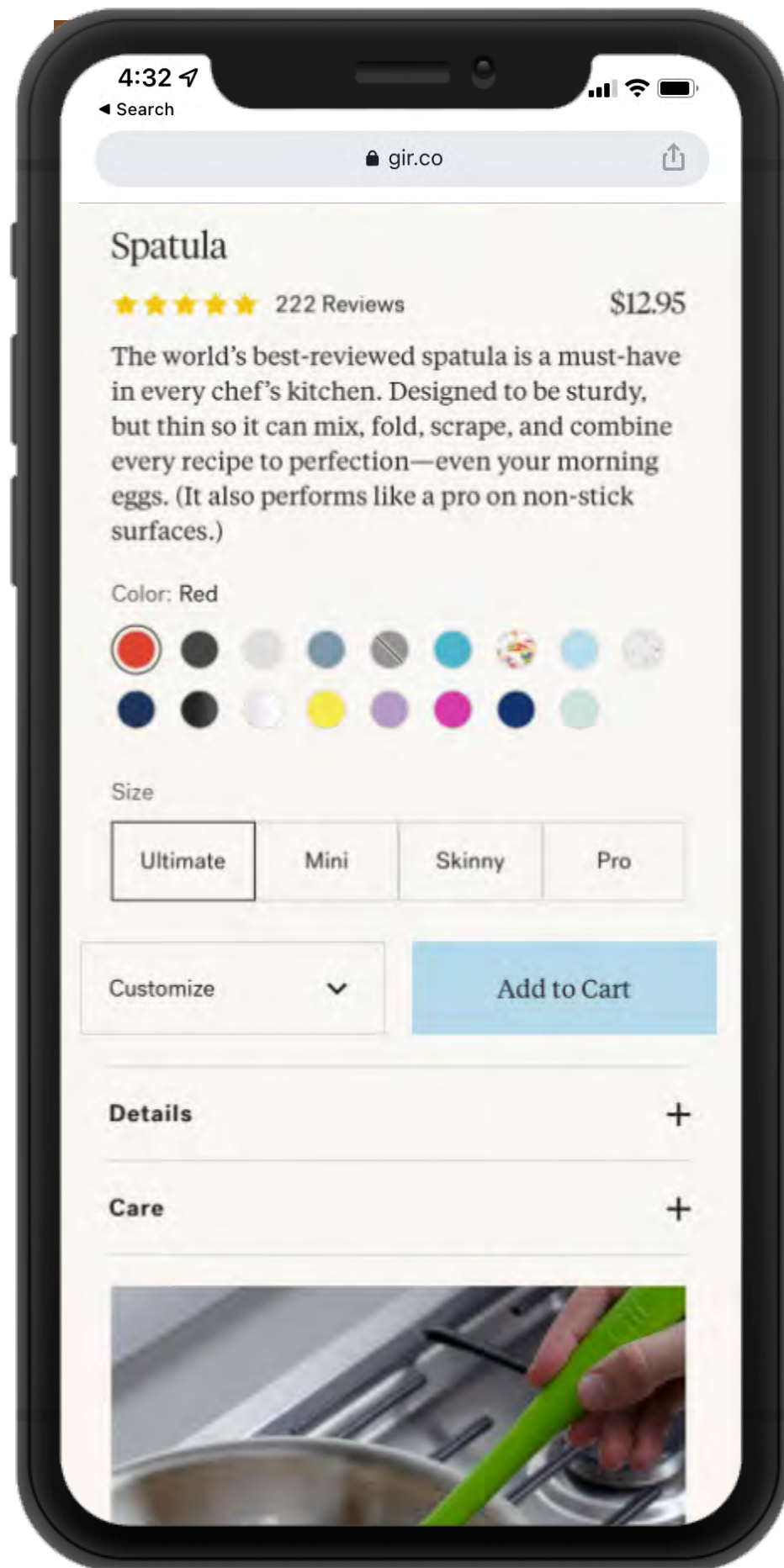
Reduces purchasing friction below the fold



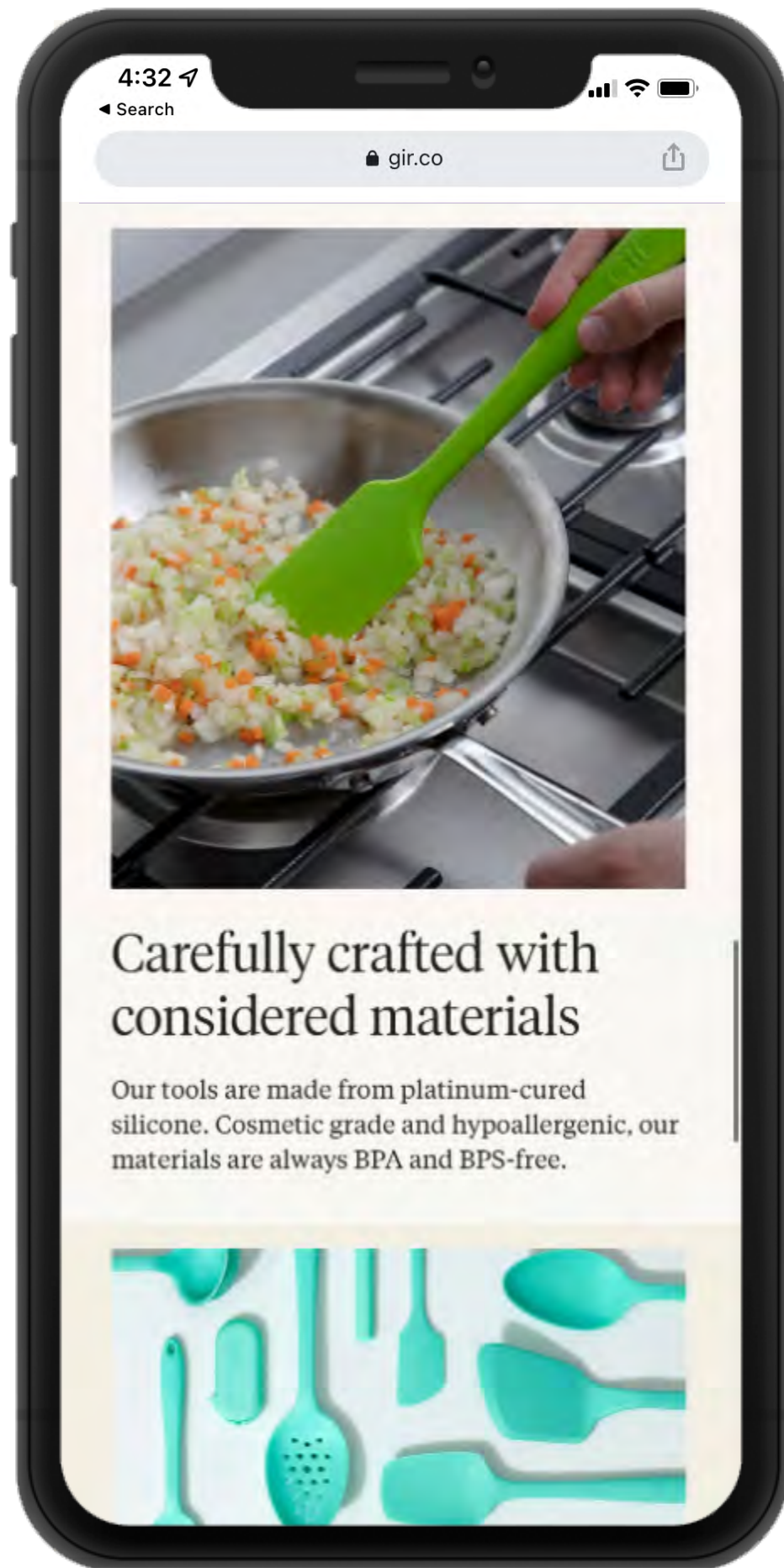
Revised Prototype



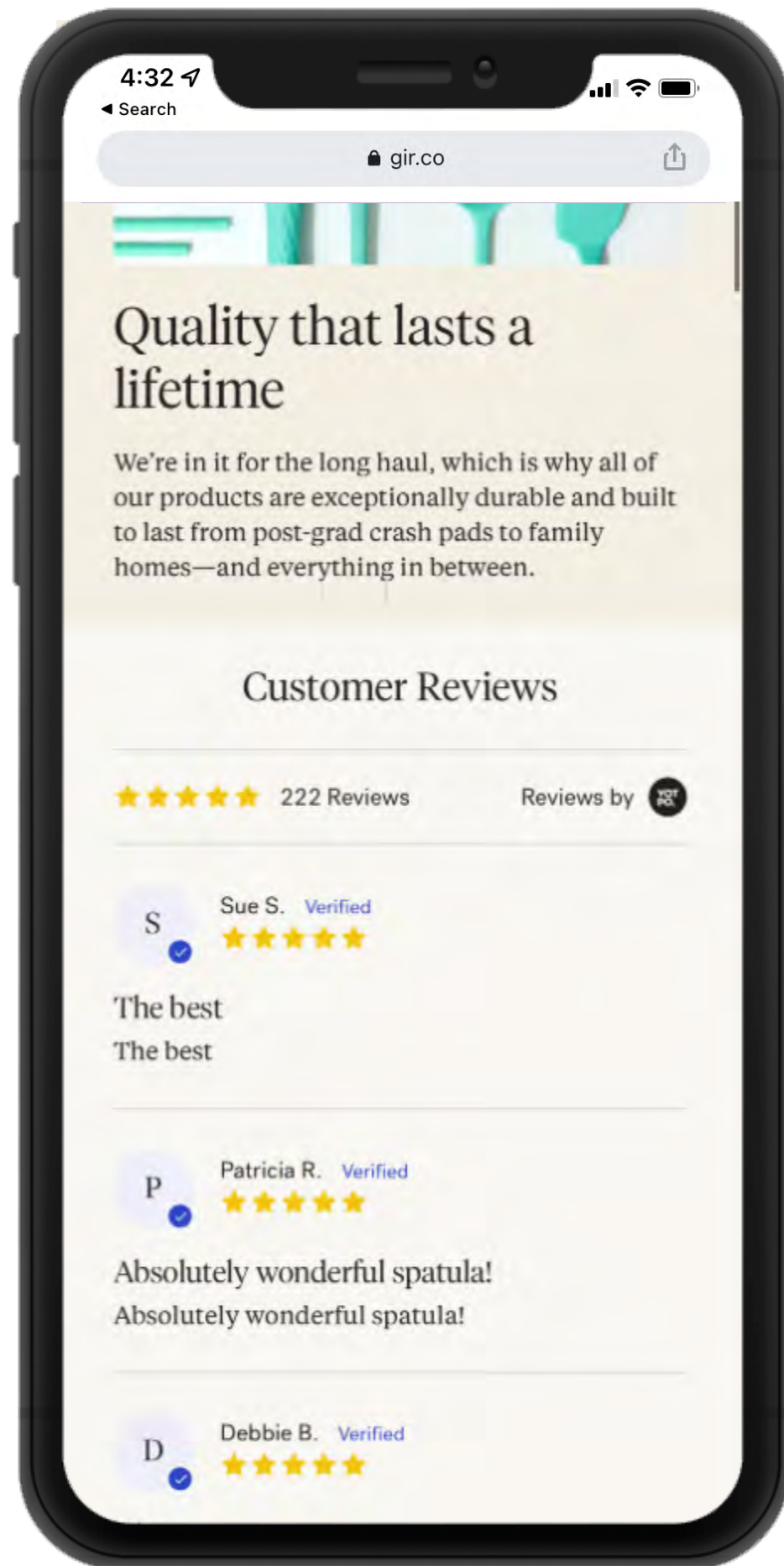
[Product Page](#)



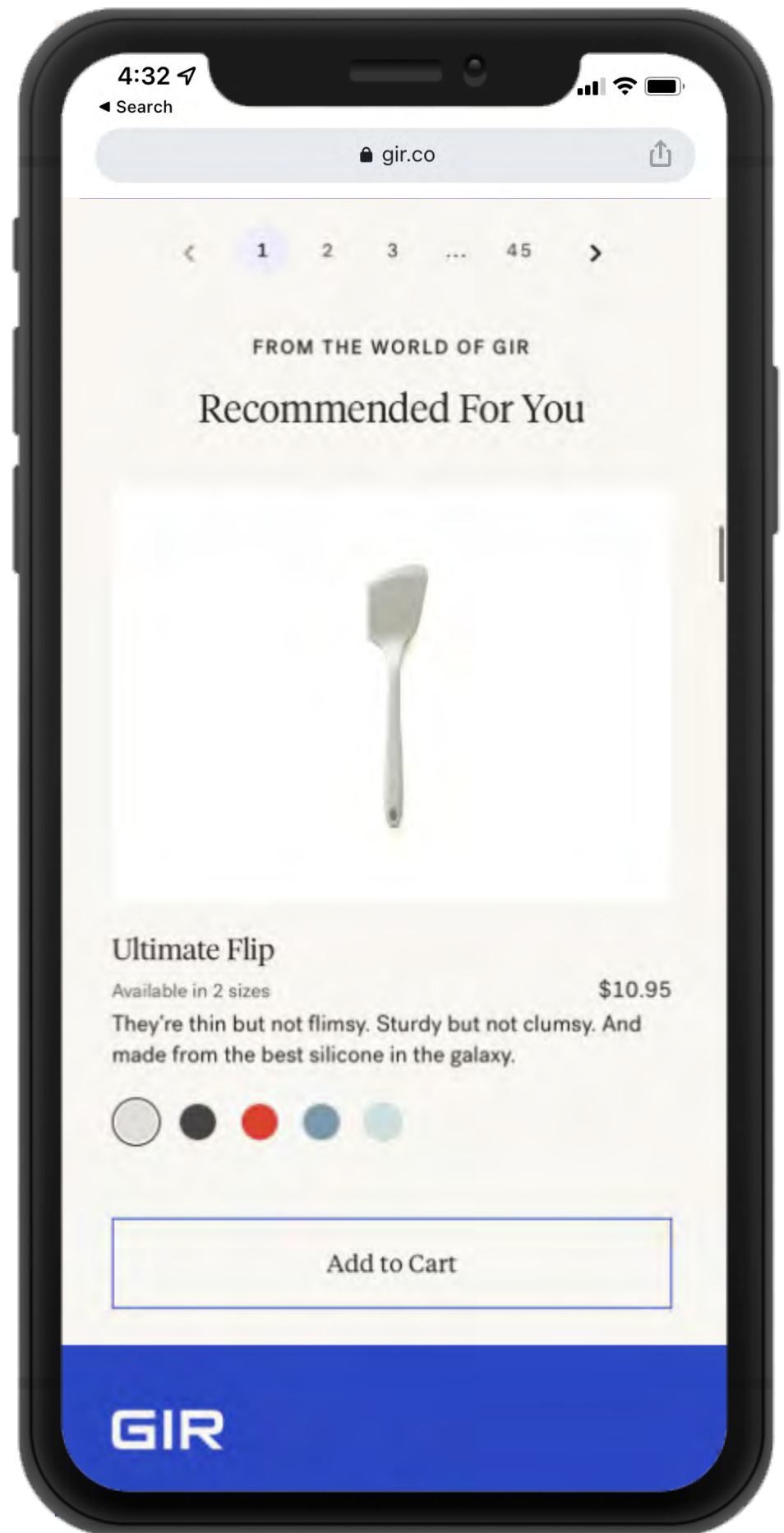
[Buy Box](#)



[Below The Fold Content](#)



[Customer Reviews](#)



[Recommended For You](#)

[Handoff and Launch](#)

These final designs were handed off to developers. The redesigned mobile site launched in September of 2020.

Impact

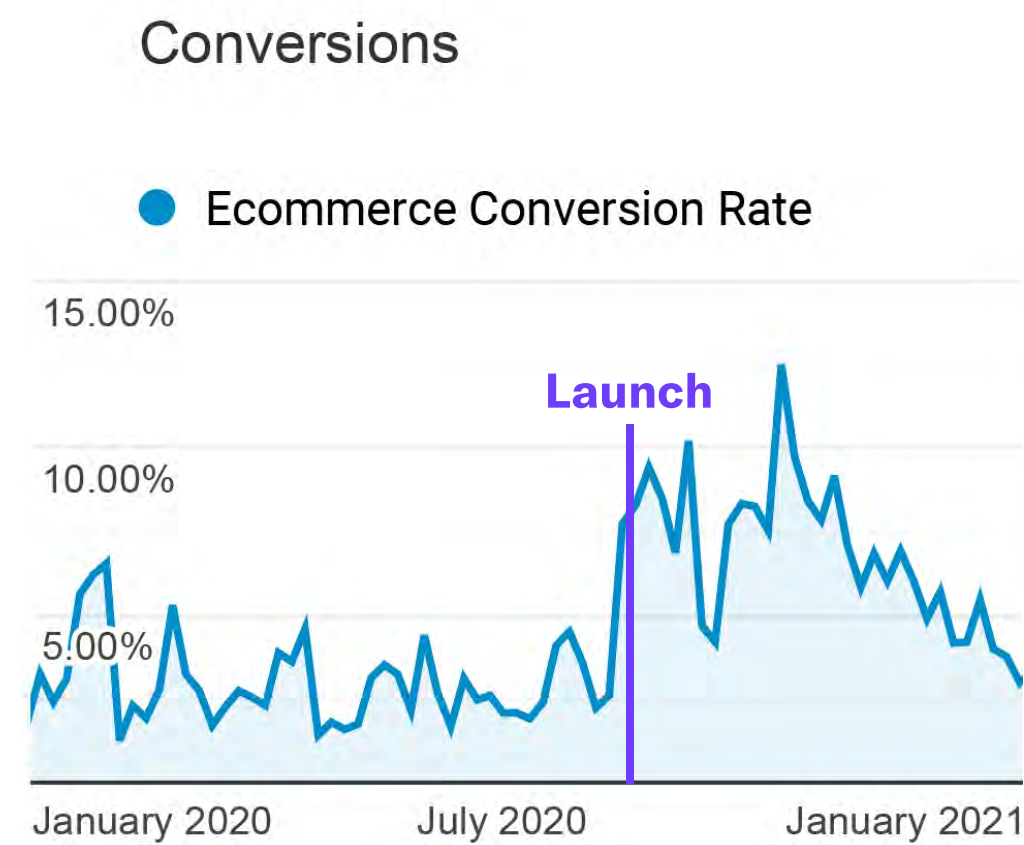
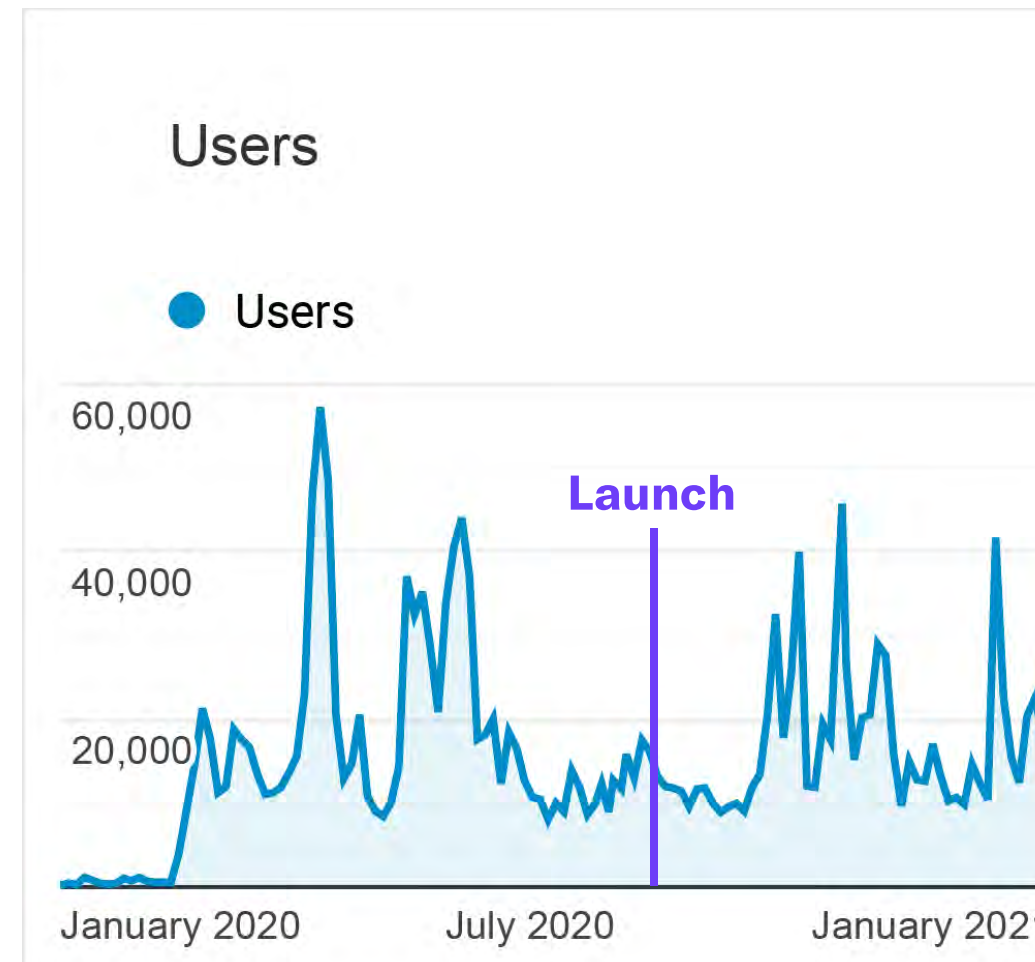
Overall conversion rate increased from 2% to 8%

Online sales now account for more than 30% of the companies overall sales, with mobile sales outperforming desktop sales.

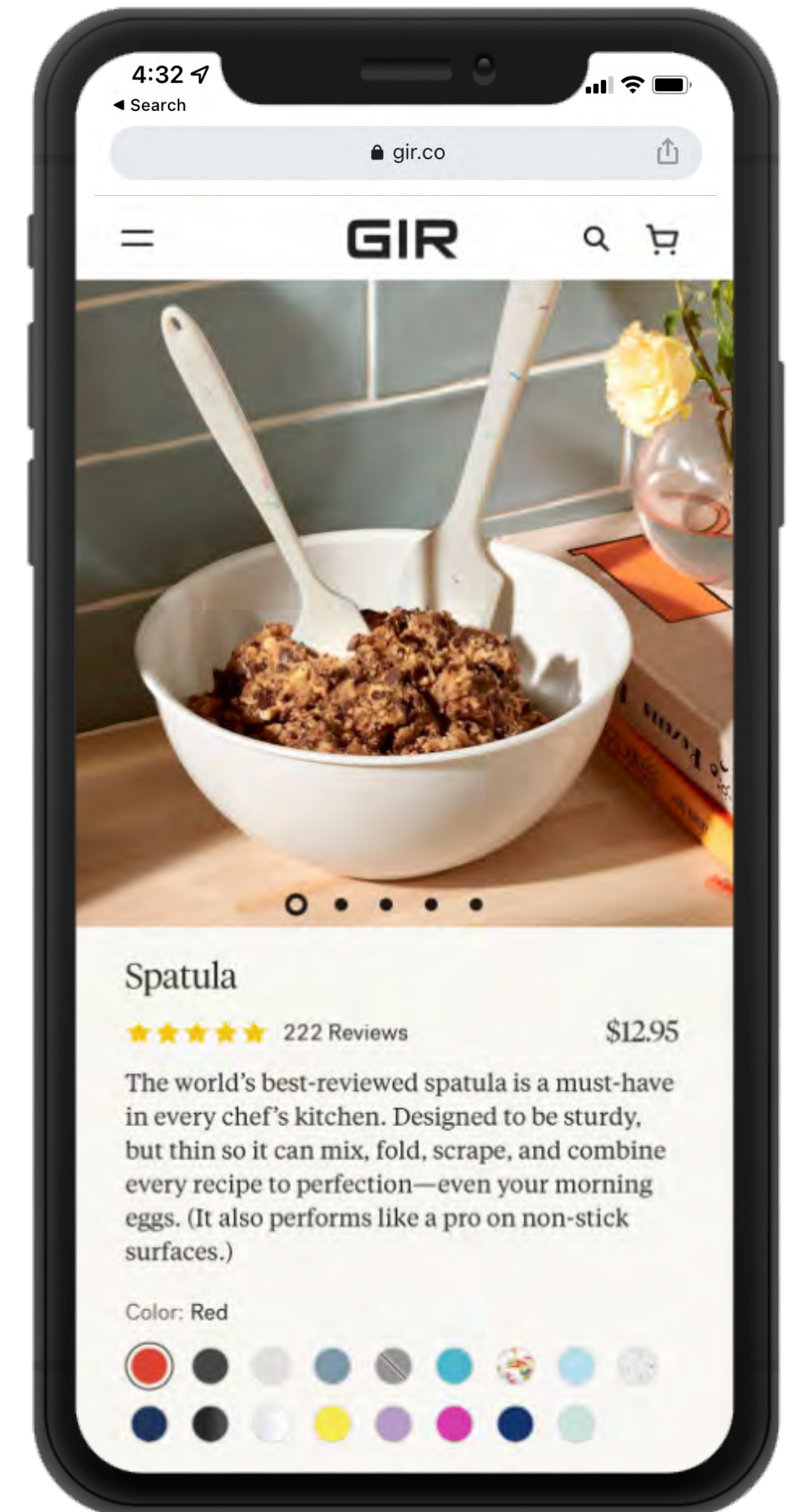
Average-order-volume increased

Increase in returning customers

Decrease in abandoned carts



A	Performance 93%	Structure 86%
L. Contentful Paint 1.4s	T. Blocking Time 90ms	C. Layout Shift 0.09



Launched Design

Reflections

The team rallied together around the common goal of revamping the mobile experience.

What Went well

Teams moved quickly to launch a redesign with a clear focus and limited scope creep. Team members offered valuable feedback in place of usability studies.

What I would have done...

Metrics prove that this was an improved purchasing experience. But I would have liked to do more research with users to validate whether the new site was a better shopping experience for them.

Thank you.

Will Paybarah

www.willtypeforpay.com
hello.willpay@gmail.com

